Independent Publishing Boot Camp
Marketing

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Information SuperHighway

The Destination:

Building Yours

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Websites

• Do it yourself
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  •
  •
  •
  • Semi-custom
  • Custom

Questions to Consider

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Driving Traffic There

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Amazon–The Big Boy on the Block

Branding Strategy

Applying Brand to Your Website

Tying It All Together
Why Are They Getting Off the Ramp?

Developing a Six-Month Plan

Making It Look Easy

“I finished my first book seventy-six years ago. I offered it to every publisher on the English-speaking earth I had ever heard of. Their refusals were unanimous: and it did not get into print until, fifty years later; publishers would publish anything that had my name on it.”

– George Bernard Shaw